Technology | Australia | SME | OEM partnership

Turning video footage into actionable intelligence.

VisualCortex partners with Lenovo OEM Solutions to make sophisticated video analytics and intelligence more accessible.

The award-winning VisualCortex video analytics platform delivers real-time insights, automation, and unmatched accuracy—helping organizations optimize operations and stay ahead of emerging challenges.

VisualCortex can be used for any video analytics use case in any industry, from retail and hospitality to transportation, manufacturing, and government. By bundling its software platform with Lenovo hardware and services, VisualCortex can deliver end-to-end solutions to clients around the world.

The OEM partnership delivers:

- Extensive portfolio of edge compute devices and servers
- Early access to the latest hardware
- Exclusive OEM services, including hardware customization and expediated shipping
- Technical support and warranty services for end users

Out-of-the-box

AI-powered models.

Plug-and-play

appliances based on Lenovo hardware.

24/7/365

technical support services.

- End-to-end solutions including hardware, software, and services
- Huge range of hardware options
- Customization, configuration, and validation services

VisualCortex

The challenge

Making video data actionable in the enterprise.

Sydney-based computer vision software firm VisualCortex is on a mission to transform customers' existing camera systems into sources of actionable insights.

End-to-end offering.

- VisualCortex's platform is designed to overcome the limitations of traditional computer vision deployments by offering easy-to-use, no-code interfaces, out-of-the-box AI detection models, and seamless integration with existing systems.
- To make deployments as simple as possible, VisualCortex looked to bundle its software with pre-configured hardware, offering customers the convenience of plug-and-play appliances.
- Processing video footage requires powerful local compute. To serve a wide variety of customer use cases across industries, VisualCortex needed a hardware partner with an equally wide range of solutions.

The solution

Finding an ally in Lenovo.

After evaluating the market to find the best fit for its technology, VisualCortex selected Lenovo as its preferred OEM vendor.

Full OEM portfolio.

- Today, VisualCortex recommends Lenovo hardware to all prospective customers. The company also offers all-in-one appliances with its software pre-loaded on Lenovo desktops, edge devices, or rack servers, depending on the use case and deployment size.
- Access to the complete Lenovo portfolio and exclusive OEM hardware customization services mean that VisualCortex can always design and deliver the right solution to meet customers' needs.

Global distribution and support.

- Lenovo's global reach and strong brand reputation cross borders.
- All appliances are backed by Lenovo Premier Support services, giving customers the reassurance of 24/7/365 technical support, no matter where they are based.

Lenovo hardware and services

Hardware.

- Lenovo ThinkCentre
- Lenovo ThinkEdge
- Lenovo ThinkSystem

Services.

- Lenovo OEM Solutions
- Lenovo Premier Support for Devices
- Lenovo Premier Support for Data Centers

"There are times when customers need a very small compute component in their solution, and times when they need a very large one. This is where the breadth and depth of Lenovo's portfolio comes into play. What's more, as an OEM partner, we can customize the hardware to get the ideal form factor and compute performance for each customer use case."

Patrick Elliott, CEO & Co-Founder, VisualCortex

“Support from Lenovo has been incredible. From the global OEM services to support for local events, Lenovo is always happy to help us out. It’s a real partnership.”

Patrick Elliott, CEO & Co-Founder, VisualCortex

The outcome

Out-of-the-box video analytics solution.

With help from Lenovo, VisualCortex can bring its innovative video analytics platform to more customers, more easily.

“We’re able to design, size, and deliver a solution that meets each customer’s unique requirements,” says Patrick Elliott, CEO & Co-Founder of VisualCortex. “For customers with diverse portfolios, we can deliver a ThinkCentre Tiny desktop for one site, a ThinkEdge device for another, and a ThinkSystem rack server for a large site—all pre-loaded with our software. The scope and scale of the Lenovo product suite gives us flexibility and scalability for any type and size of deployment.”

As an OEM partner, VisualCortex also benefits from early access to new products. “This puts us ahead of ahead of the curve, which is important because customers are making decisions on solutions that will be deployed over months or even years,” comments Patrick Elliott. “It also gives everybody the certainty that what we're putting out is production ready; that it's supportable, globally scalable, and it's going to be fit for purpose.”

The impact is clear:

- **OEM partnership** helps VisualCortex deliver AI-powered video analytics to a growing customer base.
- **Early access to an extensive hardware portfolio** enables VisualCortex to design future-proof solutions for every customer use case and deployment size.
- Lenovo Premier Support provides **enterprise-grade, award-winning support** with deep device and infrastructure knowledge direct from the OEM.

Lenovo OEM Solutions

Your solution, powered by Lenovo.

VisualCortex's collaboration with Lenovo highlights how an OEM partnership can offer end-to-end value—from development to deployment and beyond.

Key features:

- **Industry-leading hardware:** Lenovo platforms are #1 in reliability and security.[1]
- **Product offerings from the pocket to the cloud:** including phones, tablets, PCs, edge gateways, servers, storage, networking, and third-party offerings.
- **Multi-level customization:** Lenovo offers customization at every turn, from custom logo and branding options to imaging services that help you deploy faster.
- **World-class service, worldwide:** Lenovo's global presence grants you access to the highest level of service, no matter where you are in the world.

Learn more

[1] https://lenovopress.lenovo.com/lp1117-itic-reliability-study

Meet every need

with access to the complete
Lenovo hardware portfolio.

Want to know more?

Get in touch with Shara Gerhardt (sgerhardt1@lenovo.com) to set up a chat.

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